

Name of Faculty Dr. B.Neeraja
 Designation Professor – School of Management Studies
 Nature of Job/Appointment Regular
 Date of Joining 15/07/2024



E-mail neerajab_sms@cbit.ac.in

Education Qualifications	Name of the Degree	Class
Ph. D	Doctor of Philosophy (Management Studies) Dr.MGR Educational and Research Institute, Chennai, Tamil Nadu.	Awarded
M.Phil	Commerce Management Studies	First Class First Class
PG	M.Com, M.B.A,	Second Class First Class
UG	B.Com	First

Work Experience

Teaching	25Years
Research	12 years
Industry	--
Others	--

Area of Specialization Marketing and Finance

Professional Memberships NIQR (National Institute for Quality and Reliability)
 HMA(Hyderabad Management Association)
 CMAOI(Commerce and Management Association of India)

Responsibilities held at Institution Level Member of Discipline Committee

Responsibilities held at Department Level Lecturing for MBA Students, NAAC coordinator

Research Guidance Supervised 4 Ph.D scholars and awarded.
 No Due Clearance given for 4 supervising students
 1 scholar of Faculty of Management Studies , DR.MGRERI
 1 from Vels University
 1 from SRM university

- Awards Received
1. Accredited Management Teacher -2010 by AIMA.
 2. Best Paper Award: Gujarat TechnologicalUniversity-2014.
 3. C.V.Raman Research Award-2014. For Research articles contribution. Dr.MGRERI.
 4. Certificate of Merit -2015 for First In Academic Performance Indicator in H&S Campus. Dr.MGRERI
 5. Best Faculty Award-2020: Prince Venkateshwara Padmavathy Engineering College.
 6. Best Teacher Award -2020 by NFED, Chennai.
 7. A.P.J.Abdul Kalam Research Award-2021. DR.MGRERI. (Only few mentioned here)
 8. International Esteemed Professor award.-2021 by CPACE-Center for Professional Advancement.
 9. Excellence in Academics Award by IIERD 2024.

	10. Life time achievement award by New Research and Innovation Society(NEWRAINS)-2024.
Courses Handled at Under Graduate / Post Graduate Level.	UG: Marketing, Finance (almost all general management subjects) PG: Marketing, Finance and Supply Chain Management (All most all core and elective subjects of Marketing)
	National Journals – 17 International Journals (Scopus)– 26
No. of Papers Published	Book Chapters (N)- 08 Web of Science /UGC Care -03 International -02
	National Conference – 30 International Conference – 13
Projects Carried out	--
Patents	Appl.No. 202541002326 Published on 10 th January, 2025
Technology Transfer	MOOCs Course on Marketing Management Translated 14 out of 30 lessons from Tamil to English.
Invited Speaker	Resource person for 1. Commerce :How to identify the right journal for your article and get it indexed. 2. English: How to select an appropriate journal for publishing your research article. 3. CMA: Enhancing Entrepreneurship Skills. 4. First Year E & T students Induction programme on Why discipline and dress code is important for college students 5. Cowin WE Win: Panel discussion on Journal publication. 6. Invited as External Audit member for SNDB Jain College ,Chormpet. 1. Ms. B. Neeraja (2010), 'Emerging Trends in Service Sector w.r.to Banking Sector, `JV Publication (Publisher of Readers shelf), Jodhpur, Rajasthan. 2. Ms. B. Neeraja (2010), 'CRM: A Tool for Sustaining Competition, 'Management Strategies and Innovation (Deep & Deep Publication) New Delhi. 3. Neeraja. B, (2010) , Role of Brand in 21st Century: Opportunities and Challenges , PRIST University, Ayyappa Publication, Chennai. 4. Ms. B. Neeraja (2010), ' HR Strategies for Future Organizations `Emerging Trends in Management (Andril Pathilagam), Chennai. 5. Ms. B. Neeraja (2010) ,Women Entrepreneurs In Business: Opportunities And Challenges, Empowerment of Women through entrepreneurship, (Excel Publication), Chennai. 6. Neeraja B (01/2014) International Academic Mobility. In: Commerce and Management - A Researchers perspective (Edited by: Dr. Pinki Insan) Serials Publication, pp: 136-144 (ISBN: 978-81-8387-673-50.) 7. Dr.B.Neeraja (2021) "3 R's for Women Empowerment: Respect, Recognition, and Remuneration – Women Labour Force Participation: Trends and Issues "IGI book.Doi:10.4018/978-1-7998-3737-4.ch008 8. Dr.B.Neeraja(2024) "Role of Business Analytics in Education Sector" Recent Trends in Business Management ISBN: 979-8-89496-290-0;pp: 78-81.
No. of Books/Chapter Published in details	International Publisher: 1. Selection of Logistics - A Cost Cutting Concept: Idea need of the hour ,LAP LAMBERT Academic Publishing (July 6, 2020) ISBN-10 : 6200078475 ISBN-13 : 978-6200078476. 2. Management 360 Degree Perspective- Pursue an MBA: Exploring the benefits and Opportunities. LAP LAMBERT Academic Publishing (September 2024) ISBN: 978-620-8-17218-3. National Publisher 1.Research Methodology: : Text Case Study & SPSS, SciTech Publication: 9788183716741. 2.CRM-TNOU:978-93-5706-340-1. 3. Management Accounting-TNOU:978-93-5753-810-7. 4. Knowledge Management : Galgotia Publication ISBN-13: 978-82180475 ISBN-10: 8182180473. 5. Operations and Supply chain management Case Studies
Books Authored /Co-Authored.	

published by Dr.MGR ERI.

6. Futuristic Trends in Management by IIP publishers IIP
ID:IIPER1673962886 Ref NO: IIPV3EBS03_G28.

7. Co-Editor of Conference Proceeding in International Journal:
International Journal of Public Sector Performance
Management, Vol , I , B -E.

- Attended appx 25 FDP/Seminars and Workshops
- Organised 5 FDP's for Various Topics.
- Conducted a 3 days FDP for All India Navy School Teachers as a part of their Carrer Development Policy.
- Organised 3 National & 3 International Conferences as Co - convenor .
- Capacity Building Program 2 weeks sponsored by ICSSR from 2-14/12/2024.
- Worked as Coordinator for documentation of NBA,NAAC,NIRF,UGC,IIRF,ISO,AICTE.
- Worked as University member for Proposal Scrutinizing team
- Worked as Coordinator for university in LOCF UGC initiative.
- Worked as flying squad for university exams.
- External evaluator for various professional bodies.
- Nominated as Editorial Board member for various National and International Management Journals.
- Nominated as Reviewer for various National and International Management Journals.
- Worked as Question Paper setter for various National Level UGC recognised Institutions.
- Nominated for Academic Audit within Dr.MGRERI and other Institutions.

Details of Short-Term Training Programs/Faculty Development Programs/Seminars/Workshops. Other Training (**Attended and/or Organized**).

1. Mrs. Neeraja.B, Knowledge Management: An Overview & Its impact on Software Industry, IEEE Explorer, ISSN 0537-9989 (2008) , pp 1016 -1019.(Scopus Database)

2. Neeraja. B (2010) Consumer Protection from False Advertisement, Consumer Protection, Kalasalingam University.

3. Neeraja. B (2010) Proceeding with Research Work, Academic Research, Dr. MGR Educational and Research Institute.

4. Neeraja. B (2010) IT Back bone for Customer Relationship Management, Singhad Business School, Pune.

5 Neeraja. B (2010) Role of Brand in 21st Century, Panimalar Engineering College.

6. Neeraja. B, (2010), A Survey of Fast Food Habits in College Students w.r.to Chennai, Bharati Vidyapeeth Institute of Management.

7. Mrs. Neeraja.B Customer Relationship Management: A Framework, Research Directions and the Future, International Journal of Business Management and Leadership, ISSN 2231-122X, (2010), Vol- 1/Issue -1, pp.101-106.

8. Neeraja. B, (2011) ,Zero defect concept for Customer, Quality Management System, Dr.MGR Educational and Research Institute.

9. Neeraja.B (2011), Working women Vs Work life Balance, WE 3600, Dr.MGR Educational and Research Institute.

10. Mrs. Neeraja.B Know your Customer, The International Journal's Research Journal of Social Science & Management , ISSN 2251-1571, (2012),Vol 1/ Issue 12, pp 21 24. (Singapore Digital Library)

11. Mrs. Neeraja.B, CRM Need for Present Day Business , Global Journal of Marketing Management and Research , ISSN 2250-3242,(2012), Vol- 2/Issue -1, pp.1-6.

12. Mrs. B. Neeraja, Case Study on Supply Chain Management Vs Packing for improved Customer Satisfaction, Vision International Journal , ISSN 2231-3311,(2012), Vol.- 2/Issue -1, pp.1-6.

13. Dr.Neeraja. B, Transnational Marketing: A review of success story of LG, International Journal of Social Sciences and Interdisciplinary Research (IJSSIR), ISSN: 2277-677X,(2013) Issue 1/ Vol 4, pp: 134 -139.

14. Dr.B.Neeraja, Marketing: Past, Present and Future Theoretical Framework, International Journal of Advance Research in

Details of Journal Publications/ Conferences(**National and International**)

Computer Science and Management Studies IJARCSMS), ISSN: 2321-7782, (2013). Vol 1/ Issue 6, pp: 198- 201.(IF – 3.25).

15. Dr.B.Neeraja (2014) Research Proposal for Disclosure norms for NPA, at Great Lakes University.

16. Neeraja B (03/2014) Study on Independence of Independent Directors w.r.t. Top Indian Pharma and Healthcare Companies. In: Corporate Governance: Contemporary Issues & Challenges in Indian Economic Environment (Edited by: Dr. Akshai K Aggarwal) Gujarat Technological University, pp: 524-531 (ISBN: 978-93-5122-000-8).

17. Neeraja B, (12/2014) Logistics: A Vital Problem for any Business. In: Managing Business in Turbulent Times - A case Study Approach (Edited by: Prof Kunal Gaurav, Prof Jitender Govindani, Dr Ritu Zanr) ICBM - School of Business Excellence , pp: 106-110 (ISBN: 97 8-81-924315-0-5).

18. Dr.B.Neeraja(2014), Supply Chain and Logistics For The Present Day Business, Procedia Economics and Finance, Science direct , doi: 10.1016/S2212- 5671(14)00232-9 Elsevier ,(Scopus Database)

19. Dr.B.Neeraja(2014), Creativity and Innovation: Assurance for growth, Procedia Economics and Finance, Science direct , doi: 10.1016 / S2212- 5671(14)00244-5 Elsevier , (Scopus Database)

20. Dr.B.Neeraja, An Empirical Study Of Ownership Structure And Its Impact On Corporate Governance And Performance In Indian Context. Zenith International Journal of Business Economics and Management Research (ZIJBEMR) ,ISSN 2249-8826, Vol.4(7) , July 2014.

21. Dr.B.Neeraja, Women CEO'S And Financial Performance Of Banks: An Empirical Research Of Indian Private Sector Banks, Management, Vol. 19, 2014, 1, pp. 231-246 (Scopus)

22. Dr.B.Neeraja (2014) An emirical study of ownership structure and its impact on corporate governance and performance in Indian context, ZENITH International Journal of Business Economics & Management Research, Vol 4, I 7, B 135-E 144.

23. Dr.B.Neeraja (2015) Implementation of IFRS in Indian Banking Industry: A critical examination, International Conference on Current researches in Management, Technology and Social Sciences. Published in International Journal bearing ISSN 2322 – 0899.

24. Dr.B.Neeraja (2015) Role of CSR in the 21st century: European Journal of Business and Management (International journal) ISSN 2222- 2839, pp 37-40 ISSN 13: vol 7 (2015).

25. Dr. B.Neeraja, Banking on Big data: A Case study, ARPN/Australian Journal (paper published in March 2015 (Scopus)

26. Dr.Neeraja B, Chandani Arti, Mehta Mita (09/2015) Changing Role of Governance in the Present Scenario. International Journal of Applied Environmental Sciences, 10(1) : 29- 35 (Scopus; ISSN: 0973-6077)

27. Dr.Neeraja (2015)Contribution of CSR to the Society, European Journal of Business and Management, Vol 7, I 13, B 37-E 40.

28. Dr.B.Neeraja (2016) A study to analyze the impact of board structure on the financial performance of bank International conference on changing dynamics in global markets SCMS, Noida September.

29.Dr.B.Neeraja (2016) Is Board a Key Factor Affecting the Performance of Public Sector Banks? International Conference on Financial Markets and Corporate Governance IIT-Madras, Chennai August.

30. Dr.B.Neeraja (2016) Reverse Logistic: A Tool for a Successful Business. In: Proceedings of the 3rd International Symposium on Big Data and Cloud Computing Challenges (ISBCC 16'). Smart Innovation, Systems and Technologies, vol 49. Springer.

31. Dr.B.Neeraja(2016) Environmental impact of E-Waste published in SCOPUS indexed Pollution Research, vol 35, issue 3, pp 601-603, ISSN 0257 8050 with H index of 18.

32. Dr.B.Neeraja (2016) Electronic Waste-Environment Problems and Management published in SCOPUS indexed Pollution Research, vol 35,issue 3, pp 577-579, ISSN 0257 8050 with H index of 18.

33. Dr.B.Neeraja (2016) "A study on importance of organizational justice perceptions and work related outcomes" International Journal of Applied Business and Economic Research URL: <http://www.scopus.com/inward/record.url?eid=2-s2.0-85010014436> & partner ID= MN8TOARS SCOPUS indexed.
34. Dr.Neeraja (2016)Old Is Gold W.R.To Educational Sector International Journal Of Engineering Sciences & Research Technology, Vol 5, I 8, B 431-E 436
35. Dr.B.Neeraja (2017) "A study on impact of organizational justice perception on job satisfaction-Indian software employees' perspective" International Journal of Applied Business and Economic Research URL: <http://www.scopus.com/inward/record.url?eid=2-s2.0-85016315583> & partner ID=MN8 SCOPUS indexed.
36. Dr.B.Neeraja (2017) " Composition of board's performance of public sector banks: a study with reference to corporate governance and financial performance" Int. J. of Public Sector Performance Management »Vol.3, No.4.
37. Dr.B.Neeraja (2017) " Interactive advertising need for the present day(an overview in Indian concept) International Journal of Pure and Applied Mathematics" ISSN: 1311-8080 (printed version); ISSN: 1314-3395 (on-line version) volume 117 issue 20 pp 945-957.
38. Dr.B.Neeraja (2018) "A study on reasons for lack of commitment among school teachers in government schools in North Kancheepuram District " International Journal of Pure and Applied Mathematics" ISSN: 1311-8080 (printed version); ISSN: 1314-3395 (on-line version) entitled paper volume 118 issue 9 pp 545 -554.
39. Dr.B.Neeraja(2018) Building a Powerful Brand and Sustaining the Challenges Journal of Advanced Research in Dynamical and Control Systems, Vol 10, I 14, B 888-E 895
40. Dr.B.Neeraja (2019) "Hr strategies for future organization" Journal of International Pharmaceutical Research, ISSN 0975-2366
41. Dr.B.Neeraja (2019) "Knowledge management – a bridge to the rural-urban divide" Journal of International Pharmaceutical Research, ISSN 0975-2366
42. Dr.B.Neeraja (2019) "Technical considerations influencing purchase decisions in the B2B environment " International Journal of Innovative Technology and Exploring Engineering. ISSN:2278-3075(Online)
43. Dr.B.Neeraja (2019) "Energy saving for GO green environment " International Journal of Innovative Technology and Exploring Engineering. ISSN:2278-3075(Online)
44. Dr.B.Neeraja (2019) "The relationship between mobile phone & laptop use on physical well-being of college students in India "Indian Journal of Public Health Research and Development. ISSN : 0976-5506
45. Dr.B.Neeraja (2020) "Problems encountered by female faculty in achieving work-life balance" International Journal of Pharmaceutical Research, ISSN 0975-2366
46. Dr.B.Neeraja (2020) "Retail investors awareness on stock market w.r.to Indian stock market : International Journal of Psychosocial Rehabilitation" Vol. 24, Issue 09, 2020, ISSN 1475-7192
47. Dr.B.Neeraja (2020) "Channing environment in Indian Banking Sector' International Journal of Psychosocial Rehabilitation" Vol. 24, Issue 05, 2020, ISSN 1475-7192
48. Dr.B.Neeraja (2021) "Digital innovation in wealth management landscape: the moderating role of robo advisors in behavioural biases and investment decision-making", International Journal of Innovation Science, Vol. 14 No. 3/4, pp. 693-712. <https://doi.org/10.1108/IJIS-10-2020-0245>.
49. Dr.B.Neeraja (2022) "MANAGING TO CREATE, CALIBRATE & DEVELOP TO DO "CONSULTANCY" AS A RESEARCH ORIENTED ACTIVITY IN EDUCATIONAL DEPARTMENTS" Journal of positive school Psychology, Vol 6, I 3, B 110-E 115.

50. Dr.B.Neeraja (2023) Behavioral Finance: A Bibliometric Analysis, pp 807–817
https://link.springer.com/chapter/10.1007/978-981-19-9638-2_69.
51. Dr.B.Neeraja (2023) Customer Perception on Customized Marketing -A Study with reference to online customers at Chennai City(DDE,SRM UNIVERSITY 29-30/06/2023)
52. Dr.B.Neeraja (2022) Consumer Behaviour towards Eco-Friendly Products in Chennai City. AGRUCHAND MANMULL JAIN COLLEGE (4-5/08/2022)

National Conference/Seminar

1. Neeraja, B. "Indian Stock Market: Avenue for Global Investor", National Seminar on Management Perspective in Global Era, Dr. M.G.R. Educational and Research Institute, Chennai, 2008
2. Neeraja, B. "Extending a brand name as selling agent National Seminar on "Transformation of Organization in Global Era", Valliammal College for women, Chennai, 2008
3. Neeraja, B. Indian Retail Sector: Opportunities and Challenges, National Conference on "Retail-Next Power Factor", Velammal Engineering College, Chennai, 2008.
5. Neeraja, B, "Building a Powerful Brand and Sustaining the Challenges in the Global Era Indian Research Review", National Conference National Journal, 2009
6. Neeraja, B. "Changing Role of Indian Entrepreneurs, National Seminar on Dynamics of Entrepreneurial Development", Dr. M.G.R.Janaki College, Chennai, 2009
7. Neeraja, B. "The Retail Scenario in India: A Swift Shift", National Seminar on Global Business Environment; Periyar University, Salem, 2009.
8. Neeraja B. "Employer Branding: A Selling Agent for Organizations", National Seminar on "Recent Trends in Human Resource"; Kanyaka Paremeshwari College, Chennai, 2009.
9. Neeraja, B. "Competency Mapping: a tool for HR" National Level Seminar on Corporate Restructurisation Strategy- Value Addition, Dr. SNS Rajalakshmi Institute of Management, Coimbatore, 2009.
10. Neeraja,B. "Building Organizational Culture for Better Performance", National Seminar on Emerging Trends in Business Management and Challenges of 21st Century Corporate Sector", St. Joseph's College, Hyderabad, 2009.
11. Neeraja, B. "Building a Powerful Brand and Sustaining the Challenges, National Conclave on Emerging Dimensions of Human Resource and Marketing Practices"; Sree Sastha Institute of Engineering and Technology, Chennai, 2009.
12. Neeraja, B. "Winning Strategies during Recession National Seminar on Emerging Trends in Business Management", Jepiaar Engineering College, 2009.
13. Neeraja, B. "CRM for India National Seminar or Emerging Trends in Management", KSR Engineering College, Tiruchengode, 2009.
14. Neeraja, B. "Need of Small Entrepreneur for India National Conference on Role of Technical & Management Institutions in Cultivating Entrepreneurs", VLB Janakiammal College of Engineering & Technology, Coimbatore, 2009.
15. Neeraja, B. "Impact of Global Financial Crisis Vs. India", National Seminar on Financial Sector: Contemporary Issues ; Sree Saraswati Thayagraj College, Pollachi, 2009.
16. Neeraja, B. Organizational Change Best Strategy in the Current Scenario Organizational Strategies for Current Economic Scenario 2009; National Conference KLN College of Engineering.
17. Neeraja, B. "Post Purchase Satisfaction in Consumers with respect to White Goods of LG Electronics", National Conference on Stratagem to Contend the Global Cutthroat Milieu, SKR Engineering College, Chennai, 2009.
18. Neeraja, B. "HR Strategies for Future Organizations", National Seminar on Human Resource and Marketing - Missing Link & Bridging Gaps; Dr. MGR Janaki College of Arts & Science, ISBN 9789380055961, 2009

19. Neeraja, B. "Knowledge Management: Need in the present Scenario, Corporate Social Responsibility", National Conference SVC College of Engineering & Technology, Piliangudi, 2009.
22. Neeraja, B (2010) Advertisement : Ethical issues dealing with Child Psychology, Sree Narayana Guru Institute of Management.
25. Neeraja, B (2010), Corporate Governance for benefit of Stake holders, Saveetha Engineering College.
27. Neeraja, B (2010), Role of Women in Purchase Decision of White Goods, University of Madras.
28. Neeraja, B,(2010), CRM Vs The Present Day Business, VELS University.
35. Neeraja, B. "Advertisements: Ethical Issues dealing with Child Psychology, National Conference: Ethical Transformations of Contemporary Business"; Sree Narayan Guru Institute of Management Studies, Coimbatore, 2010.
36. Neeraja, B. "A survey of Fast Food Habit in College Students (wrt) Chennai city National Research Paper Presentation Competition"; Bharti Vidyapeeth Institute of Management Studies, Delhi, 2010.
37. Neeraja, B. "Role of Working Women in Purchase decision of white goods, Research Implication for Management Application"; National Conference Department of Management Studies, Madras University, Chennai, 2010.
38. Neeraja, B. "IT the Backbone for Customer Relationship Management, National Conference: Correlation between Modern Management Practices and Information Technology Trends"; Singhad Business School, Pune, 2010.
39. Neeraja, B. "Role of Brand In 21st Century: Opportunities And Challenges", National Conference on Management - A Changing Scenario"; Panimalar Engineering College, 2010.
40. Neeraja, B. "Women Entrepreneurs in Business: Opportunities and Challenges", National Conference Kumara Rani Meena Muthathi College for Women, Chennai, ISBN 978-81-8209-219-08, 2010.
41. Neeraja, B. "Interactive Advertisement, National Conference on Think Global – Go Rural"; KSR Engineering College, Tiruchengode, 2010.
48. Dr.Neeraja.B Customer Satisfaction Vs Successful Business, Golden Research Thoughts, ISSN 2231-5063, (2013), Vol- 2/Issue - 9, pp.1-7.(IF- 0.1870).
49. Dr.Neeraja.B, Role of Information Technology for the 21st Century Generation PAREPIX, ISSN 2250-1991, (2013), Vol- 3/Issue -5, pp.16-19.(IF- 0.3208).
- 50 Dr. B.Neeraja (2015) Knowledge Management: Winning Strategy to Cope up in the Present Scenario, Sree Sasta College, Chennai.
51. Dr.B.Neeraja(2023)REACH OF FINANCIAL SERVICES TO ALL THROUGH FINTECH IN SPRINGING ECONOMY, Journal of Philanthropy and Marketing, E-ISSN: 2691-1361,Vol 3 No 1 (2023)

UCG Care and Web of Science Journals:

1. Dr.B.Neeraja (2020) Financial Risk in Merger &Acquisition after Lockdown, Tathapi (UGC Care Journal) ISSN: 2320- 0693, Vol 19, Issue 52
2. Dr.B.Neeraja (2020) India can become Emerging Destination for Business opportunities: Post Covid-19 DRSR (UGC CARE JOURNAL), ISSN: .2347- 7180, Vol 10, Issue 07.
3. Dr.B.Neeraja (2023) KNOW YOUR CUSTOMERS TO WIN YOUR BUSINESS, DOI: <https://doi.org/10.47750/pnr.2022.13.S07.781>.
4. Dr.B.Neeraja (2023)Techniques and strategies for Effective Class Management European Journal of Molecular and Clinical Medicine, Vol 10, I 1, B 1328-E 1334.
5. Dr.B.Neeraja(2023) A study on Customer Perception towards Sensory Marketing at Restaurants in Chennai ECR Road, Rabindra Bharathi Journal of philosophy .ISSN: 0973-0087. PP 52-57.